A GUIDE TO STARTING YOUR BUSINESS IN THE CITY OF WEST ALLIS

West Allis ✔ BUSINESS FIRST

CITY AT THE CENTER
WEST ALLIS

www.westalliswi.gov

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GREETINGS FROM THE MAYOR

West Allis welcomes new businesses! From small neighborhood enterprises to leading international corporations, businesses are important to our community. Continuing progress is truly visible throughout the City; we have witnessed exceptional growth that has attracted new visitors and customers as well as valuable jobs to our family-safe neighborhoods. Community businesses support our accredited professional services, preserve our sound infrastructure and attract workers who call West Allis "home."

Exploring West Allis for a business location or opportunity? Simply search "LocateInWestAllis.com" to conduct an inquiry for available properties for lease, or for sale. As a community, West Allis is at the center of the metro Milwaukee area offering a location that is convenient to your business, customers and employees.

Our City has prepared this handout because our goal is to make the approval process to open your business as quick as possible. **Please read through this handout carefully and thoroughly in order to stay on schedule and save your project time.** Please do not hesitate to contact me with any questions about the process because our ***BUSINESS FIRST*** goal is to make the approval process of opening your business as streamlined and stress-free as possible.

Welcome to West Allis,

Dan Devine
Mayor
ddevine@westalliswi.gov

WELCOME TO WEST ALLIS

Thank you for bringing your business to the City of West Allis — The City at the Center. Our City's central location offers your business the prime opportunity to attract customers, to access the Milwaukee metro region, and to discover an unmatched labor force. To help facilitate the launch of your new business and expedite the business approval process, the City has prepared a general checklist. This guide will direct you through the various steps and necessary approvals you will need from City agencies, as you embark upon your new venture in our community.

The City of West Allis encourages you to open your business as expeditiously as possible. In many cases, as much as 80% or more, businesses are able to be approved for occupancy by simply completing an Occupancy Permit Application and basic permit review. The balance of businesses seeking occupancy requires a review that may take 45 to 60 days, depending on complete application.

Because it is the responsibility of each new business to complete the needed approvals before it can open, this checklist will help you avoid unnecessary delays. The requirements may vary according to the type of business you intend to start or expand, but the following five steps are a good guide to help you know what to expect.

APPROVAL PROCESS CHECKLIST

○ 1 Prepare a **Business Summary** or develop a business plan that describes what service your business will perform.

○ 2 Schedule a **Planning Meeting** with the Department of Development to discuss your business plan, proposed location, and zoning.

○ 3 Submit an **Occupancy Permit Application** and fee to the Building Inspection and Neighborhood Services ("BINS Department"), and schedule a date for inspections.

○ 4 Based on the **Planning Meeting**, the operations of the business or work to be performed, the following may or may not apply:

- **Special Use Review** — Submit application(s) and review fee to the Planning Division within the Department of Development
- **Site, Landscaping and Architectural Review** — Submit application with plans and review fee to the Planning Division within the Department of Development
- **Submit Building Permit Application and Fees to BINS.**
  Note: Your licensed contractor obtains the permits and calls for all inspections. Building Inspection and Neighborhood Services issues the Certificate of Occupancy and Zoning Compliance.
- **Signage Permits** — Submit application plans and fees to Planning Division within Department of Development in order to receive signage approval and sign permits from department of development.
- **License Review and Approval** — Submit applications directly through the City Clerk's Office to undergo proper license review and approval from the Common Council.
- **Food Related Establishment Approval** — Consult with the City of West Allis Health Department for food related businesses approvals and codes.

○ 5 Do you have your approvals?

○ 6 **Open Your Business!**

Step 1: CREATE YOUR BUSINESS SUMMARY

A Business Summary is a great way for the City to learn more about your business venture and guide you through the approval process. The summary should include the following items in order to best understand your business and overall operation. The Business Summary items are essential to having a constructive Planning Meeting in step 2.

Business Summary Items

Plan of Operations
- ◯ Business name
- ◯ Own or lease
- ◯ Square footage
- ◯ Type of services offered or items sold
- ◯ Hours of operation
- ◯ Days of the week
- ◯ # of employees

Experience
- ◯ Applicable licenses/education
- ◯ Experience operating this type of business
- ◯ Other locations

Parking and Delivery
- ◯ Employee parking
- ◯ Customer parking
- ◯ Residence parking, if applicable
- ◯ Designated drop off or pick up areas, if applicable

Storage
- ◯ Indoor
- ◯ Outdoor
- ◯ Snow

Signage
- ◯ Existing
- ◯ Proposed
- ◯ Temporary

Building Conditions and Improvements
- ◯ Interior renovations
- ◯ Exterior renovations (including site improvements and general property maintenance)
- ◯ Landscape maintenance
- ◯ Refuse screening and pick-up
- ◯ Fencing

Lighting
- ◯ Existing
- ◯ Proposed

For tips or assistance on how to start a business or prepare a formal business plan, please refer to page 13.

ITEM TO COMPLETE: Create a Business Summary.

Step 2: SCHEDULE A PLANNING MEETING WITH THE DEPARTMENT OF DEVELOPMENT

Your business may have unique considerations or require certain permits or approvals. To assist you with planning your business and answer any questions about opening a business in the City of West Allis, we encourage you to contact the Department of Development for a Planning Meeting to discuss your Business Summary.

Before entering into a commercial lease and/or Contract to Purchase, you should consider the following:

- *Are you planning a change of the established use for the property or business?*
- *Is the proposed business permitted in the location you have chosen?*
- *How will the proposed business relate to the neighborhood with regard to operations such as traffic, parking, trucking and deliveries, etc.?*
- *What improvements need to be made in order to make the property suitable for your business?*

In the Planning Meeting, and with your business summary, we will discuss the following:

- *Proposed business type and details about your venture*
- *Zoning requirements*
- *Proposed use conversions and special uses*
- *Interior or exterior renovations, if desired or necessary, and if an architect will need to be hired to design these renovations.*

  Exterior improvements require Plan Commission review and approval, and trigger full-site review
- *Occupancy and building codes and permits*
- *Licensing requirements and approvals*
- *Ways to reach other City departments*
- *Other helpful topics such as signage requirements, driveway permits, etc.*

From the basic consultation, the Department will determine:

YES, you can operate your business as planned at that address.

NO, you cannot operate your business as planned at that address.

YOU MAY BE ABLE to operate your business at that address if you obtain the specified permits and approvals and/or perform improvements.

Helpful Link:

For more information about a property, please visit: ***www.westalliswi.gov***.

Click "PROPERTY SEARCH" on left side of the web page. After submitting the property number and street name, the zoning information for the property will be displayed for you.

Step 2: SCHEDULE A PLANNING MEETING WITH THE DEPARTMENT OF DEVELOPMENT (cont.)

Zoning will be discussed during the Planning Meeting. Zoning is a tool by which land in a community is divided into distinct districts in order to regulate where business activities and residential uses can occur. The purpose of zoning is to preserve the essential character and orderliness of the city. Designating the use of property in this manner allows the City of West Allis to create the optimal mix of business, industrial and residential areas within the context of pedestrian and vehicular traffic and related activities.

You will need to know the zoning of your location so you can determine whether your business activity is permitted by existing regulations. Each zoning district allows for uses by right as well as uses for which a Special Use Permit must be obtained. Further, if you expand or change your business use (e.g., create an outdoor patio, add a drive-thru, decide to offer classes, etc.), zoning considerations might apply.

The Planning Meeting is available to guide you through the approval process successfully. Each business has individual needs that may involve additional permits and license approvals. You will be advised on what additional approvals are required for your particular business and the most efficient order for the approval process.

City of West Allis
Department of Development
Planning Division

Phone: (414) 302-8460
Fax: (414) 302-8401
Email: planning@westalliswi.gov

7525 W. Greenfield Ave.
West Allis, WI 53214

Office Hours:
Monday thru Friday 8 a.m. to 5 p.m.
www.westalliswi.gov/planning

ITEM TO COMPLETE: Schedule a Planning Meeting with the Department of Development.

Step 3: SEEK INSPECTIONS AND OBTAIN BUSINESS OCCUPANCY PERMIT

A Business Occupancy Permit must be issued before you can operate your business. Most permitted businesses and uses are approved at this phase, if no construction is planned. If your business is only changing ownership, a new Business Occupancy Permit must still be issued under the new ownership's (your) name.

The Business Occupancy Permit is applied for within the Building Inspection and Neighborhood Services Department (BINS). The process to secure a permit involves a review of the proposed use for zoning code compliance, as well as inspection of the physical site and premises by the following inspectors:

Building Inspector
Electrical Inspector
Plumbing Inspector
Health Inspector
Fire Inspector
Zoning Inspector

Applications are submitted to BINS with the required application fee. Upon submitting the application, you must be prepared to schedule a date and time for a site inspection. Typically, the inspection date will be about one week after filing the application to allow for the processing of zoning and scheduling of inspectors. **The inspection will be scheduled for a Tuesday, Wednesday or Thursday between the hours of 9:30 and 10:30 a.m. or 2:30 and 3:30 p.m. Alternative inspection days can be scheduled by the Director of BINS.**

The inspection process involves review of existing conditions for maintenance of building systems and discussion of whether the premise will be altered or remodeled in any fashion. Building, electrical, plumbing, fire and health inspectors must each approve the occupancy. If the premise is found to have problems, the inspector will send a written Notice of Correction to the applicant and the property owner. Inspectors may require additional permits and inspections for the corrective works list in the Notices.

When all work is complete and your business is ready to open, a final inspection is required. If no other permits or licenses are necessary, a Certificate of Occupancy is issued with inspection approvals from Building, Electrical, Plumbing, Health, Zoning and Fire.

CONDITIONAL OCCUPANCY
In some cases, Conditional Occupancy may be granted by the Director of BINS even though all inspection approvals have not been secured. Conditional Occupancy is granted only after review of the outstanding code problems with specific regard to life and safety and upon receipt of written request from the applicant or property owner indicating when ultimate compliance will be fulfilled. There is a $100 fee for issuance of a Conditional Occupancy.

City of West Allis
Building Inspection and Neighborhood Services Department

Phone: (414) 302-8400 7525 W. Greenfield Ave.
Fax: (414) 302-8402 West Allis, WI 53214
email: bldginsp@westalliswi.gov

Office Hours:
Monday thru Friday 8 a.m. to 5 p.m.
www.westallis.gov/BINS

ITEM TO COMPLETE: Submit Occupancy Inspection Application with required fee to Department of Building Inspection and Neighborhood Services.

Step 4: APPLY FOR SITE, LANDSCAPING AND ARCHITECTURAL REVIEW

Projects making exterior modifications or site changes require a review of those alterations. This is designed to ensure quality design and architecture, foster improvements that are consistent with the character and scale of the community and enhance the overall urban fabric of the city. Increased landscaping, improved pedestrian access, well-designed lighting and strategic screening, including refuse enclosures, support West Allis' vision as a great place to live and do business. The steps of the approval process include:

- On the last Friday of the month, the Planning Division must receive the following:
  - **A completed Planning Application**
  - **A description of the project**
  - **An electronic version of scaled plans and one hard copy**
  - **Required review fees**
- Planning Division staff will review the materials and consult with the applicant regarding any additional information needed.
  - Cases involving businesses or uses that could have an impact on a neighborhood (e.g. restaurants, schools, automotive repair shops, etc.) may require a Special Use Permit with a public hearing in front of the Common Council. The review period for a Special Use Permit is 45 to 60 days.
  - Projects are presented to the Plan Commission on the fourth Wednesday of each month.
  - Certain projects require Plan Commission review and Special Uses require Common Council approval.
  - After Plan Commission review and approval, a Conditional Approval letter is provided to the applicant and property owner detailing the conditions that must be satisfied and revised plans prior to obtaining permits.
- Projects involving site and landscaping improvements require a Performance Guaranty, as an assurance that the work will be completed. This guarantee involves the submittal of a performance bond, letter of credit or cash payment for 125% of estimated site and landscaping costs.
- In some cases, other permits are required based on the scope of work (e.g. stormwater, sidewalk closures, grant of privilege, etc.). Planning Division staff can direct you to the proper department to obtain these permits.

City of West Allis Planning Division

Phone: (414) 302-8460 7525 W. Greenfield Ave.
Fax: (414) 302-8401 West Allis, WI 53214
email: planning@westalliswi.gov

Office Hours:
Monday thru Friday 8 a.m. to 5 p.m.
www.westalliswi.gov/planning

ITEM TO COMPLETE: Submit completed Planning Application with copies of plans and required fees.

APPLY FOR & ACQUIRE BUILDING PERMITS

Building Permits are required when certain work is to be performed that modifies, converts or expands a property or the project involves entirely new construction.

Permits are required to ensure building codes are met. Codes are designed to protect people's health, safety, and welfare inside your building and in neighboring buildings. When a building reaches a certain size (50,000 cubic feet) an architect or engineer is required by state law to design your modifications. The state also requires that certain contractors be licensed to do work.

BUILDING MODIFICATIONS

For building modifications, a Building Permit Application is required to be submitted to the Building Inspection and Neighborhood Services Department. Applications are considered following the submittal of four hard copies and one electronic copy of plans, completed applications and forms and other supporting documentation as necessary for your project. The typical review and comment period is 8 to 10 business days. Permits are required for the following:

- Building Interior Alterations; including new, removed, and relocated walls, doors, windows, or other building elements
- Electrical; work including new, removed or relocated lights, outlets, or equipment
- Plumbing; work including new, removed, or relocated sinks, toilets drains, grease traps, or other fixtures
- Sprinkler systems, fire alarms, or other life safety measures
- Low Voltage Electrical; including cable, phone, or data wiring
- Exterior building modifications, which typically requires: Site Landscaping and Architectural Review (see previous page).

Department of Building Inspection and Neighborhood Services

Phone: (414) 302-8400
Fax: (414) 302-8402
Email: bldginsp@westalliswi.gov

7525 W. Greenfield Ave.
West Allis, WI 53214

Office Hours:
Monday thru Friday 8 a.m. to 5 p.m.

Business Hours:
8 to 9 a.m.; 1 to 2 p.m.

Generally, a staff member is always available to provide assistance during business hours.

ITEM TO COMPLETE: Submit completed Building Permit Application with copies of plans and fee.

APPLY FOR & OBTAIN SIGNAGE PERMITS

Signage is important to a business, and it also enhances the aesthetics of the City's commercial corridors. Signage codes and design standards vary by community. To maintain balance, the City of West Allis adopted a signage code that allows various types and sizes of signs. With few exceptions, all signs require a signage permit that requires approval from the Planning Division, and in some cases, the Plan Commission. A Sign Plan must be submitted and approved before installation.

Please be advised you may also need to hire a sign contractor. Sign Permit Applications should be submitted to the Planning Division of the Department of Development for design review relating to conformance of size, design, and placement. The application should be submitted along with one paper or electronic copy of the Sign Plan detailing the proposed sign's dimensions, location, and materials, as well as details of the existing signage. Sign Permit fees are based on size. (See Fee Schedule on page 15). Typical Design Review takes 5-10 business days. After Design Review approval, plans are routed to Building Inspections and Neighborhood Services for technical review and Sign Permit insurance.

An application for a new Sign Plan will also include a review of any existing signs. All non-conforming signs, such as pole or pylon signs, will be required to be removed and brought into conformance, if desired to remain.

TEMPORARY SIGNAGE

Temporary signs are a great way to announce a special or an event. The Building Inspections and Neighborhood Services Department is responsible for approving temporary signs.

- Temporary Signage may be applied for directly through the Building Inspections and Neighborhood Services Department
- Businesses are allowed up to two temporary signs per year, for 30 days each
- Temporary Sign Permits are $50

City of West Allis Planning Division

Phone: (414) 302-8460 7525 W. Greenfield Ave.
Fax: (414) 302-8401 West Allis, WI 53214
Email: planning@westalliswi.gov

Office Hours:
Monday thru Friday 8 a.m. to 5 p.m.
www.westalliswi.gov/signs

ITEM TO COMPLETE: Submit completed Application with plans and fee to Planning Division.

SEEK LICENSE REVIEW AND APPROVAL

Some projects require additional approval by the License and Health Committee and Health Department and may be subject to Common Council approval. The City Clerk's Office coordinates and oversees the business license processes and accepts applications. A complete list of required licenses is available on the City's website. Some of the common licenses include:

Alcohol Beverage Retail — Licenses are required for the sale or consumption of beer, wine and liquor. Information regarding fees, requirements, length of processing time and the municipal quota can be obtained by contacting the Clerk's Office. Related licenses: *Dance Hall, Tavern Instrumental Music, Tavern Entertainment, Bowling Alley, Pool Table and Billiards, Cigarette and Tobacco Product Sales*

Arcade — Any premises containing five or more amusement devices for the primary use and entertainment of the public must seek a license — except premises for which a license to sell fermented malt beverages and/or intoxicating liquors has been issued by the City.

Amusement or Phonograph Distributor — Any person who, as owner or lessor, distributes or leases any amusement devices (video games) or jukeboxes to any person for use in the City must seek a license.

Food Peddler — Any person who sells food in the City from a pushed, pedaled, pulled, motorized or movable vehicle or cart or from a carried container must seek a license.

Pawnbroker — Any one who engages in the business of lending money on the deposit or pledge of any article or jewelry or purchases any article or jewelry with an agreement to sell it back at a subsequent time at a stipulated price must seek a license.

Secondhand Article Dealer — Anyone who engages in the business of purchasing or selling secondhand articles must seek a license.

Secondhand Jewelry Dealer — Anyone who engages in any business of any transaction consisting of purchasing, selling, receiving, or exchanging secondhand jewelry must seek a license.

Used Vehicle Dealer — Anyone who engages in the business of buying, selling, exchanging or dealing in used or secondhand motor vehicles for the purpose of earning a livelihood on a full- or part-time basis must seek a license.

Salvage and Recycling — Anyone who maintains or operates a salvage or recycling business must seek a license.

Trailer/Truck Rental — Anyone who engages in the business of renting utility trailers, travel trailers, camping trailers, truck campers, motorized camping vans and/or van-type trucks must seek a license.

Helpful Links:

The sale of alcohol, cigarette and tobacco products requires additional approval from the State of Wisconsin.
http://www.dor.state.wi.us/forms/alcohold/index.html

Some businesses such as day-care centers or community-based residential facilities require license approval from the Wisconsin Department of Health Services.
http://dcf.wisconsin.gov/childcare/

City of West Allis Clerk's Office

Phone: (414) 302-8220
Fax: (414) 302-8207
Email: clerk@westalliswi.gov

7525 W. Greenfield Ave.
West Allis, WI 53214

Office Hours:
Monday thru Friday 8 a.m. to 5 p.m.

ITEM TO COMPLETE: Submit the appropriate application(s) and fee(s) to the Clerk's Office.

FOOD RELATED ESTABLISHMENTS

The City of West Allis welcomes your interest to start a new, or renovate/remodel a food service operation in the community. This page is intended as a guideline for a food related business regarding requirements that may apply to your specific business.

- You must obtain a "Seller's permit" from the State Department of Revenue. The telephone number is: (608) 261-6261.
- Restaurants must meet the requirements of Wisconsin Department of Health Services, Chapter 196; the Wisconsin Administrative Code; and the City of West Allis Code of Ordinances.
- Retail food establishments must meet the requirements of Agriculture, Trade and Consumer Protection, Chapter 75; the Wisconsin Administrative Code; and the City of West Allis Code of Ordinances.
- **Detailed plans must be submitted to the City of West Allis Environmental Health Department prior to construction.** Plans are reviewed for compliance with DHS 196 and ATCP 75. This review does not substitute for the construction review done by your building inspector.
- On-site consultations are available by appointment. It is highly recommended that you contact the West Allis Health Department to determine the exact type of food-related license that your establishment will need. This will be based on several factors including the complexity level of food preparation.
- Please contact your health inspector as soon as possible. Due to the variety of establishments and their complexities, approvals will vary depending on the type and size of business you will be opening.
- The full Wisconsin Food Code (2013), is available for download at the following Internet web site(s): http://docs.legis.wi.gov/code/admin_code/dhs/110/196_ or, http://docs.legis.wisconsin.gov/code/admin_code/atcp/055/75/Title
- List of all foods that will be served. A copy of the proposed menu for the establishment is sufficient.
- If you will be using a scale, you will also need to obtain a weights and measures permit from our department.

An establishment license application form must be completed and submitted with appropriate fees prior to opening. A pre-license inspection must be scheduled with your inspector before opening.

City of West Allis Health Department

Phone: (414) 302-8600
Fax: (414) 302-8628
Email: health@westalliswi.gov

7120 W. National Ave.
West Allis, WI 53214

Office Hours:
Monday thru Friday 8 a.m. to 5 p.m.

http://www.westalliswi.gov
http://www.revenue.wi.gov/faqs/pcs/seller.html

APPROVAL PROCESS CHECKLIST

Please review the steps you have completed and the approval process.

- ○ 1 Developed a **Business Summary**.
- ○ 2 Participated in a **Planning Meeting**.
- ○ 3 Submitted an **Occupancy Permit Application** to Department of Building Inspection and Neighborhood Services.
- ○ 4 If necessary, completed one or more of the following:
    - Submitted and received approval for a **Special Use Permit**.
    - Submitted **Planning Application** and received Plan Commission or staff approval for site, landscaping or architectural improvements.
    - Submitted and received approval for necessary **Building Permits**.
    - Submitted and received approval for **Sign Permits**.
    - Received all necessary **License** approvals.
    - If a food establishment, received approvals from the **Health Department**.

STEP 6: OPEN YOUR BUSINESS

CONGRATULATIONS!
YOU'RE READY FOR YOUR GRAND OPENING!

By thoroughly completing the steps outlined in this document, you are well on your way to opening your doors. The last step is your business's grand opening celebration. However, if you find you have any additional questions or concerns, please don't hesitate to consult with the departments below or visit our web site at www.westalliswi.gov for additional information.

The West Allis/West Milwaukee Chamber of Commerce can be a great resource to help get your business off of its feet. Be sure to contact them at (414) 302-9901 to discuss setting up a ribbon cutting and plan your Grand Opening!

MARKETING OPPORTUNITIES
Also, don't forget to find out about marketing opportunities provided for businesses as part of the temporary sign regulations and other allowable outdoor advertising mechanisms to celebrate your Grand Opening!

Other Important City Departments

City Assessor's Office .....(414) 302-8230

City Attorney's Office .....(414) 302-8450

Department of Engineering.....(414) 302-6360

Fire Department .....(414) 302-8900

West Allis Police Department.....(414) 302-8000

Health Department.....(414) 302-8600

Water Division .....(414) 302-8830

BUSINESS RESOURCES

A pivotal step to successfully starting a business is writing an actual business plan. Commonly, a business plan is used to achieve the following:

- Develop a marketable business concept
- Identify a target market, product or service customer group
- Determine a business location
- Develop a marketing strategy
- Identify operational needs
- Project start-up expenses
- Create projected financial statements for three business years (worst-case, realistic-case and best-case scenarios)
- Select advisors (such as business consultants, a lawyer, a CPA, an architect, etc.)

RESOURCES FOR WRITING A BUSINESS PLAN

There are a number of resources available online that provide helpful guidance about starting a business and developing a business plan:

Wisconsin Women's Business Initiative Corporation
A leading economic development corporation that provides quality business education, technical assistance and access to capital for startup businesses.
www.wwbic.com

SCORE
A nonprofit organization dedicated to helping small businesses get off the ground, grow and achieve their goals through education and mentorship. The website offers information about workshops and mentoring as well as helpful templates and tools.
www.score.org

Small Business Association
The SBA's website has an array of topics pertaining to starting a business.
www.sba.gov

Wisconsin Small Business Development Center
Wisconsin Small Business Development Center champion's entrepreneurially success through business counseling and educational programs developed at the local, regional and statewide level to support Wisconsin small business creation and growth.
www.uwm.edu/sce

West Allis/West Milwaukee Chamber of Commerce
The WA/WM Chamber actively provides economics development and business retention, represents the business community, sponsors networking opportunities, and works hard to promote and enhance business throughout the City.
www.wawmchamber.com

FINANCIAL ASSISTANCE

Economic Development Loan Program

The City of West Allis offers an Economic Development Loan Program to support the creation of new businesses and expansion of existing businesses. The program's goal is the creation of employment opportunities within the City. The Loan program provides gap financing in the form of loans to businesses when private financial institutions won't cover the entire amount needed for the project. Borrower must guarantee that the business will create at least one new job for every $10,000 the City lends. At least 51% of these new jobs must be filled by a worker from a low-to-moderate income household.

Program Details:

- Eligible businesses: industrial and commercial
- Eligible costs: acquisition of property and equipment, new construction or rehabilitation of existing facilities. No working capital loans.
- Structure: the City's program is intended to bridge the gap between the amount a conventional lender is willing to lend and the amount that is needed to finance the project. Lender participation must be at least 67%.
- Maximum loan amount: $150,000
- Minimum loan amount: $10,000
- Repayment terms: Matched to company's debt service capacity, maximum of 20 years.
- Interest rate: market rate
- Fees: 1% of loan amount, minimum of $500.00
- Average processing time: 60 days

Community Development Block Grant – funds to support a loan program that is focused on job creation as well as provide financial assistance to businesses when private financial institutions won't cover the entire amount needed for the project. Maximum loan size is $150,000 and interest rate is market. Terms are flexible based on the business needs and capacity to support the debt service.

Microenterprise Program – Up to $25,000 loan to small start-up businesses, under five employees

Commercial Façade Improvement Program – up to $20,000 matching grant to assist with façade improvements within designated areas of the City of West Allis.

First-Ring Industrial Redevelopment Enterprise, Inc. (FIRE) –A regional community development entity that covers Kenosha, Racine, and Milwaukee Counties. FIRE loans to specialized and advanced start-up businesses for exceptional growth within the City of West Allis. Also, program manages over $155-million in new market tax credits to advance development on a regional basis.

For more information about business loans or commercial facade grants, please visit www.westalliswi.gov, call (414) 302-8460 or email development@westalliswi.gov.

FEES

The following listing identifies common fees associated with starting or expanding a business in West Allis. This list is not an all inclusive list. Additional fees and licenses may be required for more unique circumstances. This list shall not serve as a substitute for the Revised Municipal Code.

PLANNING

Site, Landscaping and Architectural Review

Level 1: (Project Cost $0 - $1,999)	$100
Level 2: (Project Cost $2,000 - $4,999)	$250
Level 3: (Project Cost: $5,000+)	$500

Special Use Permit	$500

Sign Permit

Design Review Fee	$100
50 sq. ft. or less	$50
51 sq. ft. – 100 sq. ft.	$100
101 sq. ft. – 200 sq. ft.	$150
Over 200 sq. ft.	$200
Temporary Sign	$50
Sandwich Board Sign	$75 (annual)
Canopies and Awnings	$75 per

BUILDING INSPECTION AND NEIGHBORHOOD SERVICES

Occupancy Permit fees are based on size or space you will occupy:

1,000 sq. ft. or less	$100
1,001 sq. ft. to 2,500 $ sq. ft.	$200
2,501 sq. ft. to 10,000 sq. ft.	$300
Over 10,000 sq. ft.	$600
Temporary Occupancy	$100

Building Permit fees are $0.25/sq. ft. for interior modifications ($100 minimum), plus a Plan Review fee. For alterations where square footage cannot be calculated (such as facade improvements), fees are calculated at $15/$1,000 of valuation.

Building Permit Plan Review fee (new construction, additions, alterations or other)

Less than 2,500 sq. ft.	$100
2,500 - 5,000 sq. ft.	$150
5,001 - 10,000 sq. ft.	$500
10,001 - 20,000 sq. ft.	$700
20,001 sq. ft. +	see Building Inspections

Electrical Permits (typical)	$100 - $150
HVAC Permits (typical)	$75 - $150
Plumbing Permits (typical)	$90 - $150
Commercial Fence Permit	$75
Parking Lot (repaving)	$100 - $250

NOTE: Project fees vary per project based on scope. For more detailed Building Permit fee information, please contact the Department of Building Inspections and Neighborhood Services at (414) 302-8400.

HEALTH DEPARTMENT- FOOD RELATED PERMITS

Businesses that serve food will be licensed and inspected through the West Allis Health Department, Division of Environmental Health. The type of food related permit issued for a business is defined by state statutes, and a representative from the Health Department will conduct an assessment to classify your business. The list of fees below is for new establishments moving into an existing restaurant or retail food space with minimal or no remodeling. Food or retail establishments erecting a new building or undergoing substantial remodeling will require additional fees. Please contact the West Allis Health Department to discuss fee totals and the application process. Note: if a scale or other measuring device is used, a weights and measures permit is required, in addition to the food license.

RESTAURANT LICENSES	**FEE***
Food Permit	$100
Pre-packaged	$381
Simple	$523
Moderate	$673
Complex	$969
RETAIL FOOD LICENSES	
R-55 Not engaged in Food Processing- Food Sales No Processing	$180
R-44 Very Small PH or Non-PH- Food Sales Under $25,000	$206
R-33 Large Non-PH- Food Sales Over $25,000	$444
R-22 Small PH- Food Sales $25,000 to $1,000,000	$627
R-11 Large PH- Food Sales over $1,000,000	$1,244

*Please note that fees are subject to change without notice.
PH = potentially hazardous

CLERK'S OFFICE

ALCOHOL AND TOBACCO RELATED LICENSES	**LICENSE FEE**	**POLICE RECORD CHECK****	**ANNUAL LICENSE PERIOD**
Change of Agent (Alcohol related)	$10	$7	
Cigarette and Tobacco Products License	$100	$7 (w/o Alcohol)	7/1 - 6/30
Class A Beer (purchase for off-site consumption)	$150*	$7	7/1 - 6/30
Class B Beer (on site consumption)	$100*	$7	7/1 - 6/30
Class B Tavern (beer, liquor and wine - on site consumption)	$600*	$7	7/1 - 6/30
Class C Wine (restaurant on site consumption)	$100*	$7	7/1 - 6/30
Combination Class A Liquor (liquor store - beer, liquor and wine)	$650*	$7	7/1 - 6/30
Operator - bartender or package goods (1 year)	$45	$7	7/1 - 6/30
Operator - bartender or package goods (2 years)	$90	$7	7/1 - 6/30
Publication Fee to Exceed Quota (Assessed after L&H mtg)	$100		
Transfers (relative to Liquor Licenses)			
Person to Person or Premises to Premises	$10*	$7	

* plus a $15 publication fee
** per person on application

CLERK'S OFFICE (continued)

LICENSE, PERMIT, ETC.	FEE	POLICE RECORD CHECK	ANNUAL LICENSE PERIOD
Amusement Distributor (dart boards, pool tables, etc.)	$450	$7	7/1 - 6/30
Amusement Tags (bowling alleys, pool tables, etc.)	$35/ea.		7/1 - 6/30
Arcade License	$300	$7	7/1 - 6/30
Arcade Operator	$35	$7	7/1 - 6/30
Christmas Tree Lot	$175 + $500 Refundable Bond		
Dance Hall	$60		7/1 - 6/30
Food Peddler	$100	$7	7/1 - 6/30
Instrumental Music License (live music and karaoke)	$140		7/1 - 6/30
Phonograph Distributor	$300	$7	7/1 - 6/30
Phonograph Tag (juke boxes)	$25 each		7/1 - 6/30
Secondhand Article Dealer	$90	$7	7/1 - 6/30
Secondhand Jewelry Dealer	$175	$7	7/1 - 6/30
Trailer/Truck Rental	$8/unit		7/1 - 6/30
Used Vehicle Dealer	$230	$7	5/1 – 4/30

It is worth noting that additional permits and licenses are required for entertainment and special events. You may contact the Clerk's Office at (414) 302-8220 for any further inquiries, additional fees, permits, licenses and procedures for Common Council approval.

NOTES

Last Revised: 10/20/14